

## **ABSTRACT**

*The Effect of Profitability, Liquidity, and Leverage on Company Value (Case Study in the Hotel, Restaurant, and Tourism Subsectors Listed on the IDX for the 2018-2021 period)*

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*Profitability proxied by Return on Assets in Hotel, Restaurant and Tourism Subsector Companies listed on the Indonesian Stock Exchange for the 2018-2021 period has changed from time to time. Microeconomic factors are one of the factors that influence firm value. Several factors from microeconomics include profitability which is proxied by Return on Assets (ROA), Liquidity which is proxied by Current Ratio (CR), and Leverage which is proxied by Debt to Equity Ratio (DER). This study uses a quantitative method with research objects in the hotel, restaurant and tourism sub-sectors that are listed on the Indonesia Stock Exchange for the 2018-2021 period. Data from this study used secondary data taken from the official website of each company in this study as a determinant of data and research samples. This study used a purposive sampling technique in determining the sample. The data analysis technique used in this study was panel data regression analysis using the help of the Eviews 12 software computer program. Based on the results of the analysis of the study, it was found that ROA, CR, and DER jointly affect firm value. And ROA and DER have no significant effect on firm value, while CR has a significant effect on firm value.*

**Keywords:** *Profitability, Liquidity, Leverage and Company Value*